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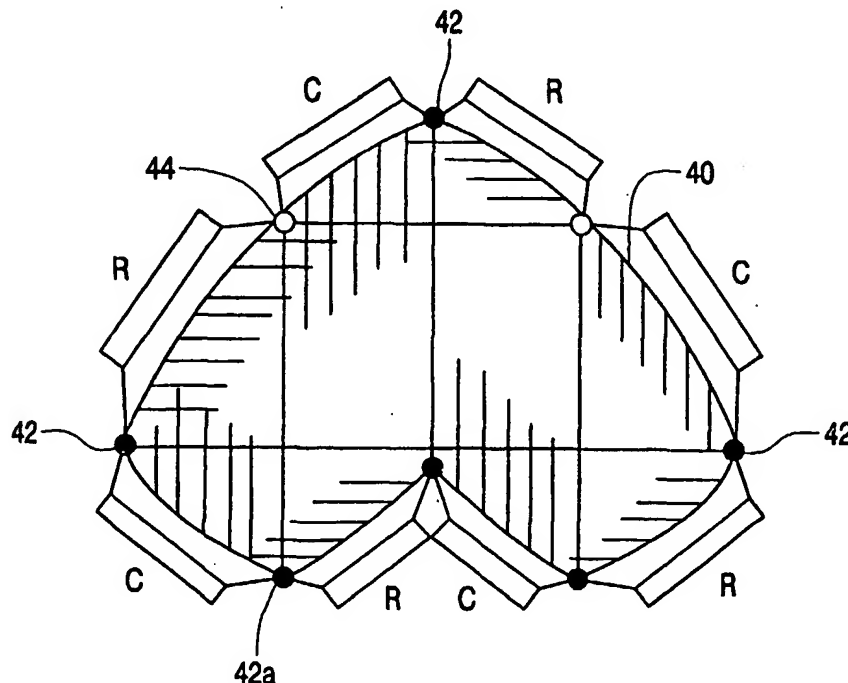
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(54) Title: **NON RECTANGULAR DISPLAY DEVICE**



(57) **Abstract:** A display device has an array 40 of pixels and row and column driver circuitry comprising row driver circuit portions R and column driver circuit portions C, each pixel being addressed by a row driver circuit portion R and a column driver circuit portion C which connect to respective row and column conductor lines. The array of pixels has a non-rectangular outer shape, and the device comprises at least three row driver circuit portions R and at least three column driver circuit portions C disposed alternately around the outer periphery of the array. This arrangement enables row and column drivers to be divided into portions which are arranged in such a way that addressing can be provided for complicated display shapes.

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